

MEDIA PLAN

Approved Audits/Applications Committee 11/25/08

CLIENT: Missouri River Country

DATE: November 18, 2008

SUBJECT: 2009 Newspaper Media Plan

JOB 509-700
NO:

Campaign Timing

TBD 2009

Target Audience

Adults 25+

Target Market

Medicine Hat, Regina, Dickinson, Minot & Williston

Campaign Strategy

The campaign strategy uses local newspapers to reach the different target markets. The placement will feature two creative strategies highlighting the primary attractions in Missouri River Country and will position Missouri River Country as a top-of-mind destination for all of the target markets in the region of western North Dakota and southern Canada. The goal of this newspaper campaign is to increase exposure to readers and encourage travel and visitation to Missouri River Country in 2009.

Media Rationale

Consumer Newspaper

- Included in the plan to provide media frequency
- Most cost effective way to target the audience
- Ads are large enough to create added image awareness in all target newspapers
- Rapid audience accumulation
- Ability to list detailed copy

Media Placement

Consumer Newspaper: The following costs are based on two 16-column inch, black and white, ads in the daily and/or weekly newspapers covering the target markets. We will place the ads in travel & entertainment sections if available in selected markets. All placement will be determined at a later date. Exact placement days vary by market and each paper's publication dates.

Option B:

<u>Publication</u>	<u>Insertion Dates</u>	<u>Sunday Circ.</u>	<u>Saturday Circ.</u>	<u>Weekday Circ.</u>	<u>Cost</u>
Medicine Hat News	3 insertions Dates TBD		13,563		\$1,245
Regina Leader-Post	3 insertions Dates TBD		52,912		\$5,152
Dickinson Press	3 insertions Dates TBD			5,807	\$712



<i>Williston Herald</i>	3 insertions	4,368	\$679
	Dates TBD		

TOTAL			\$7,788*
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*Total budget includes contract rates and/or negotiated discounts on behalf of our clients for placement commitment. Changes in the placement schedule can result in changes to contract rates and result in short rate charges. Those short rate charges will be billed back to the client upon completion or termination of placement schedule.

Agency Approval/Date

Client Approval/Date

MEDIA PLAN

Client: Missouri River Country
Subject: FY09 Consumer Magazine -Final

Date: November 18, 2008
Job No.: 509-700



Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Space	Deadlines			Editorial	Negotiated Bonus	Added-Value	
								Material	On Sale	RS				
Natural History	May	4" Travel Directory 4C	Full Circulation	250,000	\$ 900	\$ 3.60	2/1	2/11	3/25	Yes	Travel Section on Distinctive Destinations	Travel Directory ad- Free Color	\$300	
In-Fisherman	Apr/May	4" Travel Directory 4C	Full Circulation	265,266	\$ 987	\$ 3.72	1/15	1/30	3/31	No	Going Places Travel Directory	50% Discount 24x rate /Free Weblink	\$1,000	
Home and Away	Mar/April	1/6 pg 4C	South Dakota	49,329	\$ 697	\$ 14.13	1/2	1/9	2/19	Yes	Dakota Dinosaurs	Additional Month reader service	\$300	
Wild Bird Magazine	Mar/April	1/6 pg 4C	Full Circulation	73,760	\$ 1,330	\$ 18.03	12/5	12/16	2/10	No	Travel Issue/ Bird Photography	Weblink - Hotlinks page wildbird.com	\$200	
Good Housekeeping Co-op	April	1/6-pg, 4C V Display	13 Western States	840,000	\$ 6,415	\$ 7.64	12/5	12/12	3/18	Yes	Travel MT Co-op section	Advertorial text in section, hotlinks/listings on ghtravel.com for 2 months, listing and bonus reader service	\$1,000	
Madden Pre-Print Insert Co-op	March 29, 2009	1/4 pg, 4C	Custom Region Alberta, Chicago, MN, ND, Seattle	700,000	\$ 4,911	\$ 7.02	1/2	1/9	3/29	Yes	Newspaper Insert	Bonus HTML email distribution to 50,000 Vacationfun.com opt-in subscribers Vacationfun.com to run search term promotional campaign	\$1,500	
Total				2,178,355	\$ 15,240	\$ 7.00								\$4,300

Magazine Budget \$15,240
Newspaper Budget \$7,788
Total Budget \$ 23,028

Client Approval _____ Date _____

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